



Initiating the Sale

Chapter 13

Sec. 13.2 – Determining Needs in Sales

What You'll Learn

- Why determining needs is an essential step in the sales process.
- Three methods used for determining needs.





How the customer explained it



How the project leader understood it



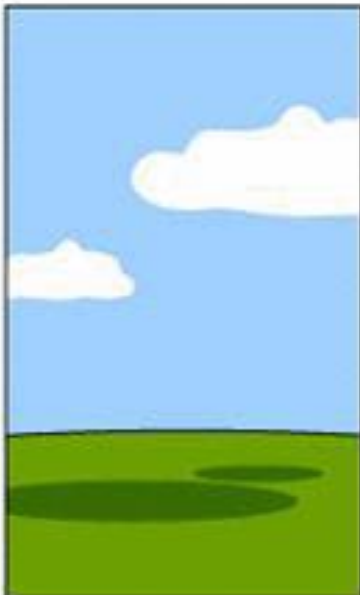
How the analyst designed it



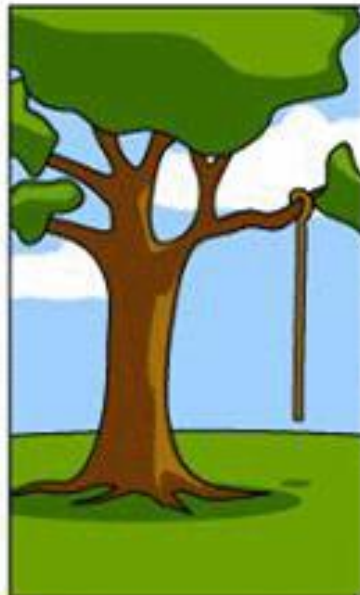
How the programmer wrote it



How the business consultant described it



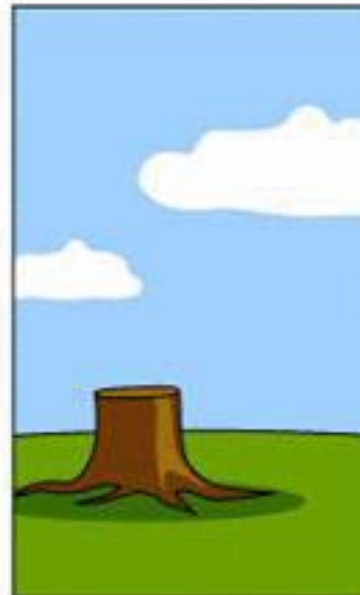
How the project was documented



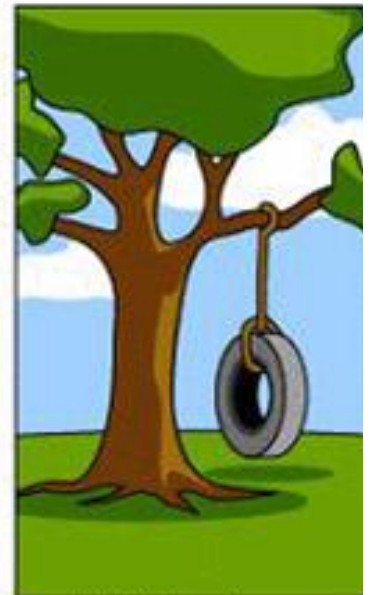
What operations installed



How the customer was billed



How it was supported



What the customer really needed

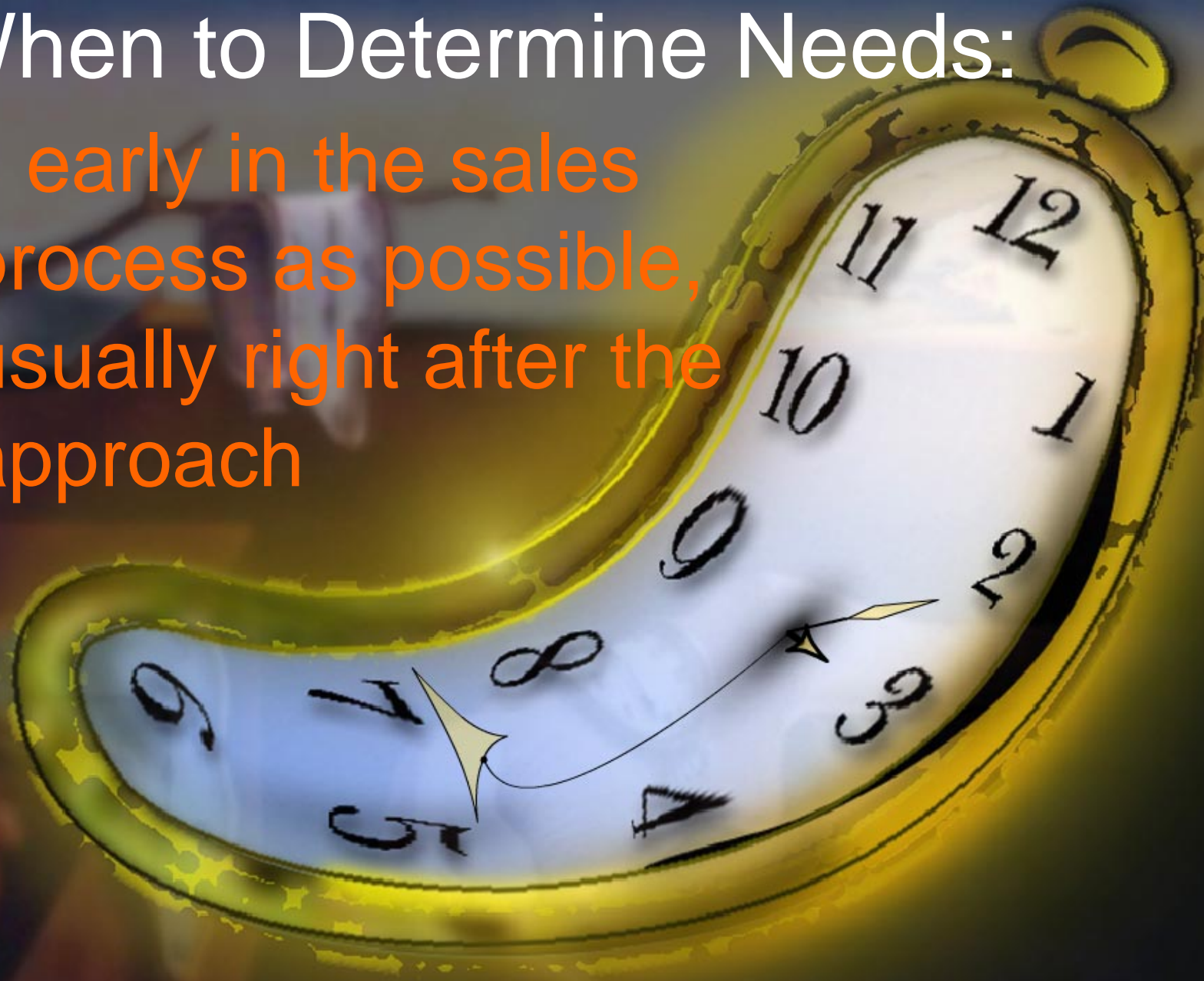
Why determining needs is important:

- Customer needs are related to buying motives.
- When customer needs are met, the salesperson experiences a feeling of success.



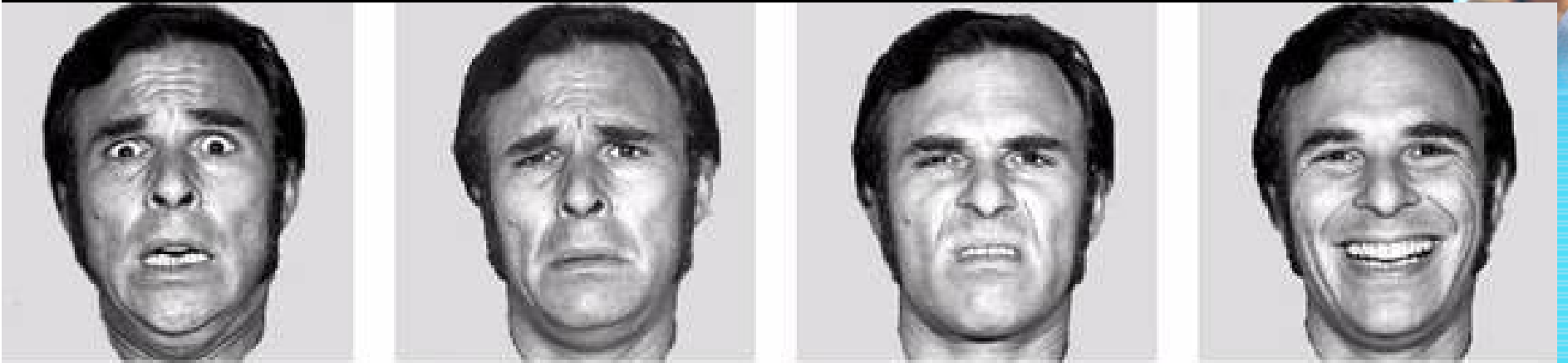
When to Determine Needs:

As early in the sales process as possible, usually right after the approach



How to Determine Needs

- Observing – Nonverbal communication (body language such as facial expressions, hand motions, and eye movement.)



How to Determine Needs

- Listening – Helps you pick up clues



How to Determine Needs



- **Questioning** – Gets the customer talking
 - Begin with general questions about intended use.
 - Then ask Who, What, How questions

Guidelines for Questioning

- Do ask open-ended questions that encourage talking
- Do ask clarifying questions to make sure you understand needs
- Don't ask too many questions in a row – customer may feel cross-examined
- Don't ask questions that might embarrass or put the customer on the defensive

